



to tube news: Butyl increases wear, seals air



The news in tools: improved, streamlined designs



Radio news: less height, new beauty



with news: a home pasteurizer for safe milk



Style news for boys: smart, plaid tee shirts

Sears

**SPRING AND SUMMER
1947 CATALOG**

Satisfaction Guaranteed or Money Back

**SEARS, ROEBUCK
AND CO.**

925 S. HOMAN AVENUE
CHICAGO 7, ILLINOIS



1947's fashion news: the flare, the fuller sleeve



Good news! glass-lined water heaters won't rust!



Sports news: tackle that's right wherever you fish

Navy leads the Spring parade ..



A \$9.98



B \$11.98

softer and prettier . . especially in our **KERRYBROOKES**



1947 fashions are soft and supple . .
 very feminine . . very flattering . .
 with slim waists and peplums
 . . flowers and tucks and lace. You'll
 see the whole story in Sears smart
 Kerrybrookes . . sizes 12 to 20

Kerrybrooke
 FASHIONS

*Please do not order garments on these
 two pages before January 15, 1947*

MALLINSON'S Kokette Krepe is a lovely sheer rayon Romaine with a smooth, even weave . . . perfect for the new Spring fashions. It tailors to our high Kerrybrooke standards . . . falls into soft, even folds . . . keeps its shape . . . wears beautifully.

[A] SOFT CASUAL that dares to be simple because it's so beautifully cut and tailored. It will look glamorous when you dress it up with your pretty Easter accessories, smart and trim when you wear it casually. You'll love it because it's so comfortable, so new looking with its smart push-up sleeves and soft gathers, so slim-waisted with its smooth yoke and striped rayon faille belt. TALON zipper. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale on page 7. *Please state size.* Shipping weight 1 lb. 8 oz.

♦31 H 9200—Navy blue \$9.98
 ♦31 H 9201—Black 9.98

[B] TWO-PIECE DRESS with beautiful, heavy cotton lace . . . as pretty an Easter costume as we've seen and one that will look very smart for special occasions all Summer. The snug-fitting bodice and the soft, tunic peplum give you a long, slim-waisted look that's very graceful and flattering. The ball buttons and loops are self-fabric and beautifully made. The finishing is the kind you expect in a Kerrybrooke. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale, page 7. *State size.* Shipping weight 1 lb. 8 oz.

♦31 H 9205—Navy blue \$11.98
 ♦31 H 9206—Black 11.98

[C] SUN-BURST TUCKING gives this dress the simple elegance that's the essence of real smartness. The soft fullness in the bodice and the gently flared skirt make it very easy to wear, wonderfully becoming. The exquisite tucking, the careful finishing and the excellent quality fabric make it very expensive looking. You'll go a long way to find as beautiful a dress at as reasonable a price. TALON zipper. Dry clean. Sizes 12, 14, 16, 18, 20 see size scale on page 7. *Please state size.* Shpg. wt. 1 lb. 8 oz.

♦31 H 9210—Navy blue \$12.98
 ♦31 H 9211—Black 12.98

Numbers marked ♦ shipped from Philadelphia and Kansas City. Order and pay postage from Sears nearest mail order house. For Sears Easy Terms see inside back cover.

Flower prints and dramatic stripes . .

wonderful



A \$10.98



B \$8.98

wonderful in rayon jersey . . especially **KERRYBROOKES**

Charmette's pretty prints and stripes in fine, wrinkle-resistant rayon jersey . . . flattering new slim-waisted fashions . . beautiful tailoring . . . give you great smartness at Sears sensible prices

Misses' sizes 12 to 20

Kerrybrooke
FASHIONS

Please do not order garments on these two pages before February 1, 1947

A THE PLEATED RUFFLE edged in pretty black lace makes this dress very soft and feminine, gives it a very flattering new neckline. And you'll love the smooth fit of this one-piece dress with a two-piece look. The top is cool soft rayon jersey, the slim gored skirt is alpaca rayon. It has a half-belt that ties in back. TALON zipper. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size. Shpg. wt. 1 lb. 8 oz.

♦31 H 9215—Pink with black. \$10.98
♦31 H 9216—Aqua blue with black. 10.98

B STRIPED SURPLICE . . . smart and young-looking as can be . . . and oh! what it does for your figure! The soft fullness in the bodice and skirt make your waistline look absolutely willowy. The vertical stripes take inches off your width and add it to your height, just like magic. The TALON zipper gives you a smooth side closing. In rayon jersey; dry clean. Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size. Shipping weight 1 lb. 8 oz.

♦31 H 9220—Aqua blue and black. \$8.98
♦31 H 9221—Pink and black. 8.98

C THE FLOWERS that bloom in the Spring couldn't be lovelier or more colorful than this print, and the dress itself couldn't be more charming. The deep oval neckline and full cape sleeves are so feminine and cool looking, the soft gathered skirt is so graceful. It's a practical dress, too, because it's wrinkle-resistant rayon jersey. The belt is rayon grosgrain ribbon. TALON zipper. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale, page 7. Please state size. Shipping weight 1 lb. 8 oz.

♦31 H 9225—Flower print on a white ground. \$9.49

BUY YOURSELF A COMPLETE NEW OUTFIT!

You'll look smarter this Spring and Summer if you follow the advice of fashion experts and buy your dresses and accessories at the same time and wear them together, right from the first. Easy Terms make this possible. See inside back cover for information. Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

C 89.49

Tucks, lattice-work and embroidery



Kerrybrooke
FASHIONS

dress up washable casuals . . especially **KERRYBROOKES**

These are the new prettier casuals with expensive-looking dressmaker touches . . dresses you will be proud to wear . . values you can boast about. Misses' sizes 12 to 20.

\$8.98 Each

CROWN *Soap'n'Water* **FABRIC**



This good-looking spun rayon has a fine, linen-like texture that makes it ideal for the new soft casuals. Guaranteed washable.

A FINE TUCKING emphasizes the shoulders and winged sleeves of this smart new casual and makes it wonderfully flattering to your hips and waistline. It's expertly tailored to Kerrybrooke standards, cool, easy to get into, easy to wash and iron . . the kind of dress you wear and wear and wear. The multi-color buttons are fine, smooth wood; the striped belt is rayon faille. Washable. *Sizes 12, 14, 16, 18, 20; see size scale below. State size. Shpg. wt. 1 lb. 8 oz.*

31 H 9235—Powder blue **\$8.98**
31 H 9236—Beige (light tan) **8.98**
31 H 9237—Light pink **8.98**

B LATTICE-WORK yoke, bow-tie neckline and pretty transparent glass buttons give this casual a new, important look. You can dress it up with your loveliest accessories or wear it very casually . . and you'll probably do both because it's so cool, so easy to keep spick and span. Soft gathers in the bodice and skirt do nice things for your waistline. TALON zipper. Washable. *Sizes 12, 14, 16, 18, 20; see size scale below. State size. Shpg. wt. 1 lb. 8 oz.*

31 H 9230—Light pink **\$8.98**
31 H 9231—Beige (light tan) **8.98**
31 H 9232—Powder blue **8.98**

C SOUTACHE EMBROIDERY accents this beautiful new casual, makes it glamorous as it is practical . . and that's a big order. This is the kind of dress you wear to a supper party, wash out and wear to a luncheon the next day. It's expertly cut and tailored to Kerrybrooke specifications. The soutache braid embroidery and plastic buttons are frosty white. Washable. *Sizes 12, 14, 16, 18, 20; see size scale below. Please state size. Shipping weight 1 lb. 8 oz.*

31 H 9240—Light pink **\$8.98**
31 H 9241—Powder blue **8.98**

Misses' Size Scale for Dresses

Order size:	12	14	16	18	20
If hips are:	35	36 1/2	38	39 1/2	41 in.
If waist is:	25 1/2	27	28 1/2	30	32 in.
If bust is:	32 1/2	34	35 1/2	37	39 in.
Dress lengths:	41 1/2	42	42 1/2	43	43 1/2 in.

Numbers marked **31** shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house . . . See inside back cover for Easy Terms.

Flare for 1947

Our little black gabardine suit is so smart from every angle that we show you two views. It's so new and exciting it's the talk of the town. It goes everywhere . . . stands out in every crowd.

Misses sizes 12 to 20

***13.98**

BEAUTIFUL RAYON GABARDINE . . . rich black, superior quality . . . dramatizes a suit that does wonders for your figure . . . makes you feel equal to any occasion. It has a slim little curved-in waist, big billowing push-up sleeves and a wonderful jacket that flares at the sides, ripples in back. You can wear it with a pretty blouse or as a dress . . . you'll probably do both because it's as useful as it is smart . . . perfect for every important event from Easter to Fall. The expert cut and fine tailoring are in the best Kerrybrooke tradition. Dry clean. *Sizes* 12, 14, 16, 18, 20; *scale*, page 7. *State size*. Shpg. wt. 1 lb. 8 oz.

♦31 H 9245—Black . . . \$13.98

THE HAT . . . lacy, straw-like braid with a rayon velvet band. *Colors* Black, white, navy blue; toast (golden tan) with brown. Fits 21 $\frac{3}{4}$ –22 $\frac{3}{4}$ inch head-size. *Measure, state size, color*. Shipped from Chicago or Philadelphia.

78 H 2000—Shipping wt. 1 lb. \$4.98

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Please order and pay postage from Sears nearest mail order house. Sears Easy Terms are available on orders of \$10 or more. See inside back cover.

Kerrybrooke
FASHIONS



Shoulder Accents

minimize your waist and hips, give you a slimmer, trimmer, silhouette... especially in Kerrybrookes

Labtex Butcher Rayon

looks and feels like linen

Misses sizes 12 to 20

\$8.98 Each

[A] TWO PIECE... complete with a pretty corsage of crisp white cotton lace and a little bow that matches the dress. The top is expertly cut and gored to give you the long slim-waisted look that's so important in the new Spring and Summer fashions. The skirt fits smoothly at the hips, flares out below. A flattering deep neckline and sparkling buttons add to the glamour. Dry clean. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 lb. 8 oz.

Please do not order before Feb. 1, 1947

♦ 31 H 9255—Medium brown..... \$8.98

♦ 31 H 9256—Medium green..... 8.98

[B] DIAGONAL BANDS emphasize your shoulders while soft gathers above and below the belt whittle your waist. The result is delightfully flattering, new and young looking. It's a versatile, comfortable dress, too... and just as smart worn casually as it is with your smartest accessories. TALON zipper. Dry clean. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 lb. 8 oz.

Please do not order before Feb. 1, 1947

♦ 31 H 9250—Med. green with lt. gold

♦ 31 H 9251—Med. brown with aqua blue

♦ 31 H 9252—Aqua blue with med. brown

Each..... \$8.98

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Please order and pay postage from Sears nearest mail order house... See inside back cover for complete information on Sears Easy Terms.

Kerrybrooke
FASHIONS



Mallinson's

rayon Bermuda broadcloth . . soft, supple and so flattering

Beautiful new casuals with a dressed-up look . . hand wash separately

\$7.98

\$6.98

\$6.98

A TWO-PIECE checked plaid with a peplum that flares out all around and gives you a smart slim-waisted look. The black spun rayon collar is detachable. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 lb. 8 oz.

♦ 31 H 9260—Pink and black. . . . \$7.98
♦ 31 H 9261—Light yellow and black. 7.98
♦ 31 H 9262—Aqua blue and black. . . 7.98

B PANSY PRINT . . . flower colors . . . very feminine with its soft bodice and full skirt. The flattering low neckline has a little roll collar and a big bow. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 pound 8 ounces.

♦ 31 H 9265—Aqua blue ground. . . . \$6.98
♦ 31 H 9266—Light yellow ground. . . 6.98
♦ 31 H 9267—Light pink ground. . . . 6.98

C STRIPES, Chinese mandarin collar and diagonal closing make this casual one of the smartest of the season. The collar can also be turned back to make revers. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 pound 8 ounce.

♦ 31 H 9270—Pink and black stripes. \$6.98
♦ 31 H 9271—Aqua blue and black. . . 6.98
♦ 31 H 9272—Light yellow and black. 6.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms, see inside back cover.

10 SEARS, ROEBUCK AND CO. 3CK

Stinzi

A BURTON-F
sleeves, gi
kind of casual
because it's w
tailored. Dry
see size scale
Shipping weig
♦ 31 H 9275—
♦ 31 H 9276—
♦ 31 H 9277—
Please do not
Catalog



Stinzi

rayon gabardine in luscious colors . . wears well . . resists wrinkles

Lovely new fashions with the fine tailoring you expect in a Kerrybrooke

\$6.98

A BUTTON-FRONT with smart "set-in" sleeves, gilt belt and buttons . . the kind of casual that can afford to be simple because it's so very well cut, so expertly tailored. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size. Shipping weight 1 pound 8 ounces.
 ♦ 31 H 9275—Light coral red . . . \$6.98
 ♦ 31 H 9276—Light gold . . . 6.98
 ♦ 31 H 9277—Aqua blue . . . 6.98
 Please do not order before Feb. 1, 1947

\$7.98

B DOUBLE BREASTED casual glitters with gilt buttons . . has a new low neckline . . . big peg pockets and unpressed front pleats that belittle your waistline. Plain gores back. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size. Shipping weight 1 lb. 8 oz.
 ♦ 31 H 9280—Light gold . . . \$7.98
 ♦ 31 H 9281—Light coral red . . . 7.98
 ♦ 31 H 9282—Aqua blue . . . 7.98
 Please do not order before Feb. 1, 1947

\$7.49

C Two-PIECE with the new long jacket that's big news in 1947 fashion. You'll like what this casual does for your figure, the way it looks dressed up with your smart new Spring accessories. Dry clean. Sizes 12, 14, 16, 18, 20; see size scale on page 7. State size. Shpg. wt. 1 lb. 8 oz.
 ♦ 31 H 9285—Aqua blue . . . \$7.49
 ♦ 31 H 9286—Light gold . . . 7.49
 ♦ 31 H 9287—Light coral red . . . 7.49
 Please do not order before Feb. 1, 1947

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from nearest Sears mail order house.



Bemberg

rayon sheer . . lovely and cool . . perfect for Spring and Summer
pretty new dresses with slim waists and full skirts . . hand wash separately

Styles A and C
\$7.98
Each

Style B
\$6.98

A THE CAPE COLLAR is cool and flattering. The print is charming . . . little sailor hats with bright-colored streamers and white scatter dots. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale, page 7. State size. Shpg. wt. 1 lb. 8 oz.*

♦ 31H 9295—Light gray ground. . . \$7.98
♦ 31H 9296—Light coral red ground. 7.98
♦ 31H 9297—Light lime green ground 7.98

\$6.98

B STRIPED BUTTON-FRONT CASUAL with a smart new look . . . perfect to wear right now because it has long sleeves, comes in dark colors. The collar can be worn open. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. State size. Shipping weight 1 lb. 8 oz.*

♦ 31H 9290—Navy blue and white. \$6.98
♦ 31H 9291—Brown and white. . . . 6.98

\$7.98

C DOLL PRINT, button-front style, with expensive loop trimming and the new deep neckline that's so becoming. A perfect dress for warm days. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see scale, page 7. State size. Shpg. wt. 1 lb. 8 oz.*

♦ 31H 9300—Med. green and white. \$7.98
♦ 31H 9301—Light gray and white. 7.98
♦ 31H 9302—Navy blue and white. 7.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Easy Terms, see inside back cover.

12 . SEARS, ROEBUCK AND CO. 3CK



it
be
to
a
S



Crown Tested French-type rayon crepe . . soft, flattering, colorful

Smart new fashions to dress up or wear casually . . hand wash separately

\$5.98

A LITTLE CHECKS and frilly ruffles . . . a pretty little dress you'll love because it always looks so fresh and neat. You'll look very slim and smart in it too . . . the smooth fitting bodice and big peg pockets see to that. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale, page 7. State size.* Shipping weight 1 lb. 8 oz.
Please do not order before Feb. 1, 1947.
♦ 31 H 9305—Black and white checks \$5.98

\$5.49

B "SUNDAY IN THE PARK" PRINT . . . tiny trees and people . . . pretty bright colors . . . a charming new design. The dress is very feminine with its full bodice, slim midriff and front peplum. Hand wash separately. *Sizes 12, 14, 16, 18, 20; scale, page 7. State size.* Shpg. wt. 1 lb. 8 oz.
Please do not order before Feb. 1, 1947.
♦ 31 H 9310—Light pink ground . . . \$5.49
♦ 31 H 9311—Aqua blue ground . . . 5.49

\$5.49

C CHAIN-LINK PRINT . . . alternating lines of black and bright green make a very smart new design for this button-front casual with its smooth fitting bodice, full skirt and pretty peg pockets. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 pound 8 ounces.
Please do not order before Feb. 1, 1947.
♦ 31 H 9315—White ground print . . . \$5.49

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

Seersucker..

rayon and cotton . . crisp
and cool and accented
with smart butcher rayon . .
Spring tonic for your
wardrobe . . your outlook
on life. Size 12 to 20

A BUTTON-FRONT with an important air, and no wonder. It's finely woven check-plaid. It's beautifully cut. It has long slim lines . . fine details and finishing. It looks wonderful with accessories or without . . the kind of dress you can wear in town or on a picnic. You'll probably appreciate it most on very warm days because it's so cool and crisp it keeps you looking cool . . and that's half the battle in hot weather. Butcher rayon trim. Dry clean. Sizes 12, 14, 16, 18, 20; scale, page 7. State size. Shpg. wt. 1 lb. 8 oz.

Please do not order before Feb. 15

♦31 H 9320—Medium brown and white checks with brown trim . . \$8.29

♦31 H 9321—Medium green and white checks with green trim . . \$8.29

B TWO-PIECE . . and nothing short of a miracle for the way it whittles away your waist and hips. The contrast between the flaring peplum and the slim plain skirt is the secret. Both depend on clever design, expert cut and careful tailoring . . the kind you get in a Kerrybrooke. The top is woven pin-check seersucker. Skirt is butcher rayon. Dry clean. Sizes 12, 14, 16, 18, 20; scale, page 7. State size. Shpg. wt. 1 lb. 8 oz.

Please do not order before Feb. 15

♦31 H 9325—Medium green and white checked top, solid green skirt . . \$9.49

♦31 H 9326—Medium brown and white checked top, solid brown skirt . . \$9.49

Catalog numbers marked ♦ shipped from Kansas City or Philadelphia. Order and pay postage from Sears nearest mail order house. For Sears Easy Terms see inside back cover.

Kerrybrooke

THE RIGHT WAY
TO SAY

FASHIONS



A \$8.29

B \$9.49

The dress with t

is the smarte

It moulds your

wonders for

Rayon Jersey is the
an important fashion
print and two lovely s
to wear, so comfortab
you have a high or a l
natural waist and giv
sense of fashion. You
and trim fit because it
buttoned up or worn o
detail measure up to
14, 16, 18, 20; scale
♦31 H 9330—Flower pr
present before Feb. 1,
♦31 H 9335—Light pinl

Catalog numbers mark
Please order and pay
include a dress in an



Plain Rayon Jersey in Powder blue or light pink **\$8.98**

The dress with the Knitted Waistband

is the smartest trick we've seen in years. It moulds your middle, slims your hips, does wonders for your figure. Sizes 10 to 20.

RAYON JERSEY is the perfect fabric for this superb dress. It's such an important fashion we've had it made in a beautiful Mallinson print and two lovely soft pastels. You'll love it because it's so easy to wear, so comfortable and flattering. It's sure to fit you whether you have a high or a low waistline. The knitted band clings to your natural waist and gives you the smooth, slim middle that's the essence of fashion. You can be sure the waistband will keep its shape and trim fit because it's 100% wool, finely ribbed. The collar can be buttoned up or worn open. Simulated pearl buttons. Every seam and detail measure up to Kerrybrooke standards. Dry clean. Sizes 12, 14, 16, 18, 20; scale on page 7. State size. Shpg. wt. 1 lb. 8 oz.

♦31 H 9330—Flower print on a white ground. *Please do not order this garment before Feb. 1, 1947.*..... \$10.98
♦31 H 9335—Light pink.. \$8.98 ♦31 H 9336—Powder blue.. 8.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Please order and pay postage from Sears nearest mail order house. Include a dress in an Easy Terms order... see inside back cover.



\$10.98
Printed Rayon Jersey

Juniors love to look feminine . . demure in navy . .



A \$10.98



B \$11.29



C \$9.49

Kerrybrooke
FASHIONS

Frankly's Pacalon . . an alpaca-type rayon . . lovely in navy and black

vivacious in bright pastels . . especially **KERRYBROOKES**

It's a romantic Spring! You'll go in for full skirts . . peplums . .

tiny waists . . touches of white . . flowers for your belt

Junior sizes 9 to 17

A TWO-PIECE and a perfect dress-up outfit for now and all through Summer. The top is embroidered eyelet cotton pique, with a double-ruffle peplum in front and heart-shaped buttons. The gored skirt is alpaca-type rayon. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. Please state size. Shipping weight 1 pound 8 ounces. Please do not order before Feb. 1, 1947.*

♦31 H 9035—Navy blue with white . . \$10.98
♦31 H 9036—Black with white \$10.98

B BOLERO SUIT . . . a beauty, if ever there was one, and just as smart without the jacket as with it. Pretty print top is smooth rayon crepe with cap sleeves. Peg-pocket skirt and brief jacket of alpaca-type rayon emphasize the tiny-waisted look. Dry clean. *Sizes 9, 11, 13, 15, 17; size scale, page 19. State size. Shpg. wt. 1 lb. 8 oz.*

♦31 H 9030—Navy blue with pink . . \$11.29
♦31 H 9031—Black with pink 11.29

OPEN-CROWN ROLLER in rough straw. *Colors white, black, navy blue. Fits headsizes 21¾-22¼. Measure, state color. Shipped from Philadelphia or Chicago.*

78 H 2005—Shpg. wt. 11 oz. \$1.98

C MIDRUFF TUCKS give you a smooth, slim waist. A big, billowing skirt and full, push-up sleeves make it seem even tinier by contrast. White cotton pique collar and cuffs add a little-girl look that's irresistible. Plain back with belt. Alpaca-type rayon; dry clean. *Sizes 9, 11, 13, 15, 17; size scale on page 19. State size. Shpg. wt. 1 lb. 8 oz. Please do not order before Feb. 1, 1947.*

♦31 H 9050—Navy blue \$9.49
♦31 H 9051—Black 9.49

D THE SIDE-TIE PEPLUM, the big bow and the stitched and pleated skirt are three reasons why this dress will create a stir at the next big party you go to. The back is plain. Rayon crepe; dry clean. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. Please state size. Shipping weight 1 lb. 8 oz. Please do not order before January 15, 1947.*

♦31 H 9005—Medium blue \$10.98
♦31 H 9006—Navy blue 10.98
♦31 H 9007—Light gray 10.98

E THE DOUBLE YOKE and pert little peplum puts lots of oomph into this simple but sophisticated date dress. It's a breath of Spring to winter wardrobes, perfect for special Summer occasions. Nipped-in waist and plain back fit smoothly. Rayon crepe; dry clean. *Sizes 9, 11, 13, 15, 17; size scale, page 19. State size. Shpg. wt. 1 lb. 8 oz.*

♦31 H 9045—Dusty pink \$8.98
♦31 H 9046—Medium blue 8.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Use Sears Easy Terms; see inside back cover.



D \$10.98
Rayon crepe

E \$8.98
Rayon crepe

Juniors look smooth in rayon jersey . . simply dreamy



A \$9.98

B \$9.49

C \$8.98

Kerrybrooke
FASHIONS

Mallinson's rayon jersey rates because it's pretty and practical

in sophisticated black . . especially KERRYBROOKES

Date dresses are definitely romantic . . slim waisted, full-skirted and completely feminine . . junior sizes 9 to 17.



D \$8.98
Rayon Marquisette

E \$8.98
Rayon Crepe

A CHECKED-PLAID rayon jersey with a wonderful wide set-in belt and pretty peg pockets that give you the smart new wee-waisted look. The belt, ties and pocket-edging are fine spun rayon. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale below.* Shipping weight 1 lb. 8 oz.

‡31 H 9015—Dusty pink and black... \$9.98

‡31 H 9016—Aqua blue and black... 9.98

B TWO-PIECER with a peplum that flares out to flatter your waist and stripes that run vertically to flatter your hips. The skirt is rayon jersey; the top is fine spun rayon trimmed in jersey. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale below.* *State size.* Shpg. wt. 1 lb. 8 oz.

‡31 H 9020—Aqua blue with black... \$9.49

‡31 H 9021—Dusty pink with black... 9.49

C FLOWER-PRINT rayon jersey . . . as feminine as feminine can be, with a softly draped surplice and a front peplum that do simply marvelous things for your figure. It's one-piece with a belt of self-fabric and patent-like artificial leather. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale below.* *State size.* Shpg. wt. 1 lb. 8 oz.

‡31 H 9025—White ground print... \$8.98

Hat... 78H2005... order from page 17

D RAYON MARQUINETTE yoke and skirt give this dress a young but worldly air, make it just right for every special party. You'll love the swing of the skirt, the snug fit of the bodice, the swish of the rayon taffeta underskirt. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale below.* *Please state size.* Shpg. wt. 1 lb. 8 oz.

‡31 H 9000—Black. *Please do not order before January 15, 1947.* \$8.98

E RAYON CREPE date dress that's simply super for the important occasions when a girl wants to look really glamorous. The bodice nips your waist, the cape sleeves are edged with stiff net. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale below.* *State size.* Shpg. wt. 1 lb. 8 oz.

‡31 H 9010—Black... \$8.98

‡31 H 9011—Navy blue... 8.98

Size scale for Junior Dresses

Order size:	9	11	13	15	17
If hips are:	33	34½	36	37½	39 in.
If waist is:	23½	24½	26	27½	29 in.
If bust is:	30½	32	33½	35	36½ in.
Dress length:	39½	40½	41	41½	42 in.

Catalog numbers marked ‡ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house . . see inside back cover for Easy Terms.

Peplums, two-piecers and trick necklines



A \$6.98

B \$7.49

C \$7.98

Kerrybrooke
FASHIONS

STUNZI'S Rayon Gabardine is famous for long wear, the way it resists soil and wrinkles, the way it keeps its lovely colors

are tops with Juniors . . especially our **KERRYBROOKES**

Juniors who get around love these new gabardines and seersuckers.

They have a dressed-up look that's definitely glamorous

Junior sizes 9 to 17

[A] PEGGED PEPLUM GABARDINE with gilt metal buttons. You'll love it because it's so amusing and does such nice flattering things to your slim waist and hips. It's one piece, plain in back; very young and gay. Dry cleanable rayon gabardine. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. State size. Shpg. wt. 1 lb. 8 oz.*

Please do not order before Feb. 1, 1947

♦ 31 H 9055—Light coral red \$6.98
♦ 31 H 9056—Light gold 6.98
♦ 31 H 9057—Aqua blue 6.98

[B] TWO-PIECE GABARDINE you'll go for because it has an intriguing neckline, gilt metal buttons in double file, a wonderful whoops-a-daisy peplum of box pleats in back. Smart and interesting and a very good value. Dry cleanable rayon gabardine. *Sizes 9, 11, 13, 15, 17; see size scale page 19. State size. Shpg. wt. 1 lb. 8 oz.*

Please do not order before Feb. 1, 1947

♦ 31 H 9060—Light gold \$7.49
♦ 31 H 9061—Aqua blue 7.49
♦ 31 H 9062—Light coral red 7.49

[C] PRINCESS GABARDINE, strictly for smooth young Juniors. Dramatic neckline with white cotton lace and big buttons of white and transparent plastic. Half-belt nips your waist, ties in back. Definitely feminine. Dry cleanable rayon gabardine. *Sizes 9, 11, 13, 15, 17; see scale, page 19. State size. Shpg. wt. 1 lb. 8 oz.*

Please do not order before Feb. 1, 1947

♦ 31 H 9065—Aqua blue \$7.98
♦ 31 H 9066—Light coral red 7.98
♦ 31 H 9067—Light gold 7.98

[D] TWO-PIECE SEERSUCKER . . . tissue-crisp rayon and cotton in a woven double-check with beau-catching bows, slim-waisted bodice. Band and appliqued bow-knots are rayon grosgrain. You'll love this wonderful wear-everywhere dress. Dry clean. *Sizes 9, 11, 13, 15, 17; see scale, page 19. State size. Shpg. wt. 1 lb. 8 oz.*

♦ 31 H 9070—Brown and white \$9.49
♦ 31 H 9071—Green and white 9.49
♦ 31 H 9072—Bright blue and white . . . 9.49

[E] BUTTON-FRONT SEERSUCKER with a superior air, and no wonder. It's fine, woven-striped rayon and cotton. It's beautifully cut. It has a new neckline, a smart belt of rayon faille. Obviously a very super casual. Hand wash. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. Please state size. Shipping weight 1 pound 8 ounces.*

♦ 31 H 9075—Aqua blue and white . . . \$7.98
♦ 31 H 9076—Medium brown, white . . . 7.98
♦ 31 H 9077—Medium blue and white . . 7.98

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[D] \$9.49
Rayon and Cotton Seersucker

[E] \$7.98
Rayon and Cotton Seersucker

Juniors go for casuals that are prettier . . more feminine . .



Kerrybrooke
FASHIONS

\$5.98

CROWN TESTED FRENCH-TYPE RAYON CREPE cleverly striped to give you a very new, very feminine figure . . . makes your waist look tinier than ever. Hand wash separately. *Sizes 9, 11, 13, 15, 17; scale, page 19. State size. Shipping weight 1 lb. 8 oz.*

Please do not order before Feb. 1, 1947

- ‡31 H 9090—Aqua blue and white. \$5.98
- ‡31 H 9091—Dusty rose and white. 5.98
- ‡31 H 9092—Powder blue and white. 5.98

\$5.49

CROWN TESTED FRENCH-TYPE RAYON CREPE with shoulder bands and a big wide belt to give it lots of zip. It's just the dress for you if you like fullness across the bust . . . and you're just the girl for it because it will look wonderful on you. The bands and belt are black rayon faille. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. State size. Shipping weight 1 lb. 8 oz.*

Please do not order before Feb. 1, 1947

- ‡31 H 9095—Black and white checks. \$5.49

\$6.98

BEMBERG RAYON SHEER . . . fragile and feminine with its smocked shoulders and smooth midriff. The print will delight you . . . it's white scatter dots and tiny sailor hats with bright-colored streamers. Hand wash separately. *Sizes 9, 11, 13, 15, 17; see scale, page 19. State size. Shpg. wt. 1 lb. 8 oz.*

- ‡31 H 9080—Light gray ground. \$6.98
- ‡31 H 9081—Light lime green ground. 6.98
- ‡31 H 9082—Light coral red ground. 6.98

\$6.98

BEMBERG RAYON SHEER . . . ex
because you look wonderf
that go round and 'o
in the little mand
to trim as you please
the drop of at
State size. Shpg.
Navy blue and whit

more fun . . especially our new 1947 KERRYBROOKES



\$6.98



\$5.49



\$5.49

BEMBERG RAYON SHEER . . . extra special for Juniors because you look wonderful in these contrary stripes that go 'round and 'round instead of up and down . . . in the little mandarin collar that stands up as trim as you please . . . in full cape sleeves that flutter at the drop of an eyelash. Hand wash separately. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. State size. Shpg. wt. 1 lb. 8 oz.*
 ♦ 31 H 9085—Navy blue and white stripes. \$6.98

LABTEX SPUN RAYON with Velve-ray coin dots, stitched fly front . . . a beautiful new casual. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. Please state size. Shipping wt. 1 lb. 8 oz.*
 ♦ 31 H 9100—Rose red with white dots. . . . \$5.49
 ♦ 31 H 9101—Violet with white dots. . . . \$5.49
 RAYON FAILLE, solid colors, same style and sizes.
 ♦ 31 H 9110—Aqua blue ♦ 31 H 9112—Med. blue
 ♦ 31 H 9111—Light coral red Each \$5.49

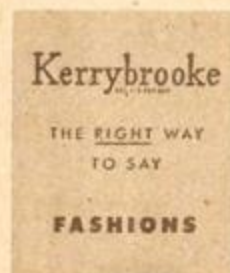
RAYON FAILLE . . . smart and demure and simply wonderful. The big dirndl skirt billows out in front and back and makes you want to dance. The set-in belt makes your waist look doll-size. Front shoulder yoke and skirt top are contrasting color. Dry clean. *Sizes 9, 11, 13, 15, 17; see size scale on page 19. State size. Shpg. wt. 1 lb. 8 oz.*
 ♦ 31 H 9105—Light powder blue with pink . . \$5.49
 ♦ 31 H 9106—Pink with light powder blue. . . \$5.49

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Add these dresses to your Easy Terms purchase. See inside back cover of this catalog for details.

Mother-to-be

these are the kind of dresses you'd want even if you weren't having a baby. They're the newest, smartest fashions with wonderfully flattering necklines and fine details just the kind to keep you looking as attractive and well dressed as ever.

Misses' and Junior Sizes



ORDER YOUR USUAL SIZE. Sears maternity dresses are cleverly designed to give you all the room you need . . . as you need it. You just unclasp a snap or loosen a drawstring. All of the styles are flattering. All of the fabrics are good quality. The prices prove once again that you can depend on Sears to be considerate of your budget.

You can get everything you need . . . NOW!

Safety pins, crib, layette . . . everything you need for yourself and the baby can be purchased on Sears Easy Terms. You can select your dresses, your girdle, the baby's layette . . . and anything else you need . . . and make out just one order. Easy Terms are available on all orders of \$10.00 or more. See the inside back cover for complete information.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.



Rayon Romaine Crepe **\$8.98**

Please do not order before Feb. 15, 1947

YOU'LL WANT A DRESSY DRESS . . . and you'll go a long way to find one as handsome as this at as reasonable a price. It has a pretty white collar with lovely cotton lace medallions and edging, the fine tailoring and finishing you expect in a Kerrybrooke. Drawstring adjustment. Rayon romaine crepe; dry clean. *State size.* Shipping weight 1 pound 8 ounces. *Misses' sizes* 12, 14, 16, 18, 20; scale, page 7. *Junior sizes* 9, 11, 13, 15, 17; scale, page 19.
♦ 31 H 9950—Navy blue \$8.98
♦ 31 H 9951—Black 8.98

Bemberg Rayon Sheer **\$6.98**

Please do not order before Feb. 1, 1947

PRETTY PRINT with a wonderfully flattering neckline and a big soft bow. It will look smart now under your coat and you can wear it all through summer. Bemberg rayon sheer . . . a cool fabric that keeps its shape, wears and washes beautifully. Snap adjustment. Hand wash separately. *Please state size.* Shpg. wt. 1 lb. 8 oz. *Misses' sizes* 12, 14, 16, 18, 20; scale, page 7. *Junior sizes* 9, 11, 13, 15, 17; scale, page 19.
♦ 31 H 9955—Green and white print . . . \$6.98
♦ 31 H 9956—Navy blue and white print . 6.98
♦ 31 H 9957—Gray and white print . . . 6.98

Green Tinted Rayon Crepe
Please do not order before
Little Checks in black
you won't get tired of be
you want and simplici
neckline that ties it
little bows on
component that makes it so
The soft, smooth French-t
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color. Har
size. Shipping wei
size 12, 14, 16, 18,
size 9, 11, 13, 15, 17
♦ 31 H 9951—Black and white e



Crown Tested Rayon Crepe \$5.98

Please do not order before Feb. 1, 1947

NEAT LITTLE CHECKS in black and white... a dress you won't get tired of because it has good style, smartness and simplicity. You'll like the glamorous neckline that ties in a little bow, the big buttons and little bows on the belt, the snap arrangement that makes it so easy to adjust for size. The soft, smooth French-type rayon crepe is Crown Tested... you can depend on it to wash and wear and keep its color. Hand wash separately. Please state size. Shipping weight 1 pound 8 oz. Misses' sizes 12, 14, 16, 18, 20; scale, page 7. Junior sizes 9, 11, 13, 15, 17; scale, page 19. #31 H 9975—Black and white checks.....\$5.98

Choice of two fabrics \$5.98

Please do not order before Feb. 1, 1947

SLENDERIZING STRIPES... button-front, drawstring adjustment. State size. Shpg. wt. ea. 1 lb. 8 oz. Misses' sizes 12, 14, 16, 18, 20; scale, page 7. Junior sizes 9, 11, 13, 15, 17; scale, page 19.

CROWN TESTED FRENCH-TYPE RAYON CREPE, a soft, smooth fabric. Hand wash separately.

#31 H 9960—Pink with black stripes..... \$5.98

#31 H 9961—Aqua blue with black stripes... 5.98

#31 H 9962—Light yellow with black stripes. 5.98

SUPERIOR QUALITY COTTON CHAMBRAY, same style and size as above. Hand wash.

#31 H 9965—Blue with white stripes.....\$5.98

#31 H 9966—Red with white stripes..... 5.98

Rayon Faille \$6.49

Please do not order before Feb. 1, 1947

YOU'LL LOVE THIS JUMPER DRESS because it's so cool you can wear it all Summer... and you can wear it right now with a blouse. It comes in powder blue and navy, which is so smart this Spring. It's perfect for parties, for shopping, for every occasion. Drawstring adjustment. Rayon faille; dry clean. Please state size. Shpg. wt. each 1 lb. 8 oz. Misses' sizes 12, 14, 16, 18, 20; scale, page 7. Junior sizes 9, 11, 13, 15, 17; scale, page 19. #31 H 9970—Navy blue with snowy-white embroidery in scroll design.....\$6.49 #31 H 9971—Powder blue with snowy-white embroidery in scroll design.....\$6.49

This Spring it's Navy .. navy with a new look ..

The new 1947 fashions are richly trimmed with lace and embroidery, colorful prints and touches of white .. very smart and young looking .. very flattering to women.

women's and shorter women's sizes

A THE BOLERO JACKET DRESS is back ... more youthful and becoming than ever ... and so practical because it's two costumes in one. The dress top is soft, smooth rayon crepe in a charming colorful print on a light pink ground. The skirt and jacket are Stunzi's smart alpaca-type rayon. The scroll trimming on the jacket matches the dress top. TALON zipper. Dry clean. Shipping wt. 1 lb. 8 oz.

Please do not order before Feb. 1, 1947.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. State size.	Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale, page 33. State size.
♦ 31 H 9600-Navyblue \$13.98	♦ 31 H 9450-Navy blue. \$13.98
♦ 31 H 9601-Black. 13.98	♦ 31 H 9451-Black. 13.98

B SOUTACHE BRAID EMBROIDERY ... on sheer rayon net ... gives this slenderizing dress the richness and look of elegance you want this Spring. The fabric is Stunzi's fine rayon crepe. TALON zipper. Dry clean. Shipping wt. each 1 lb. 8 oz.

Please do not order before Jan. 15, 1947.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. State size.	Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale on page 33. State size.
♦ 31 H 9603-Navy blue with white embroidery. \$12.98	♦ 31 H 9452-Navy blue with white embroidery. \$12.98
♦ 31 H 9604-Black with white embroidery. \$12.98	♦ 31 H 9453-Black with white embroidery. \$12.98

Hat illustrated ... 78 H 2565 ... order from page 121

C EXQUISITE LACE TRIMMING, flattering surplice and slim flared skirt make this a dress you're sure to be complimented on every time you wear it ... and you'll wear it every chance you get because it's so comfortable and good looking. The inset medallion and sleeve edgings are fine cotton lace; the fabric is Stunzi's lovely rayon crepe. TALON zipper. Dry clean. Shipping weight each 1 pound 8 ounces.

Please do not order before Jan. 15, 1947.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. State size.	Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale on page 33. State size.
♦ 31 H 9605-Navy blue. \$9.98	♦ 31 H 9455-Navy blue. \$9.98
♦ 31 H 9606-Black. 9.98	♦ 31 H 9456-Black. 9.98

D TWO-PIECE SUIT-TYPE DRESS in Stunzi's fine quality rayon crepe ... very young looking and very easy to wear. The pretty scalloped jacket has a lovely lace-trimmed jabot and smart three quarter sleeves. The nicely flared skirt is gored and very slenderizing. Every detail measures up to rigid Kerry-brooke standards. TALON zipper. Dry clean. Shpg. wt. 1 lb. 10 oz.

Please do not order before Jan. 15, 1947.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. State size.	Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale on page 33. State size.
♦ 31 H 9608-Navyblue \$11.98	♦ 31 H 9458-Navy blue. \$11.98
♦ 31 H 9609-Black. 11.98	♦ 31 H 9459-Black. 11.98

Hat illustrated ... 78 H 2555 ... order from page 121

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A \$13.98
Rayon Sheer

a new charm . . especially in **KERRYBROOKES**



Kerrybrooke
FASHIONS

For You..
if you're

5 ft. 4 in. or under

Crown Tested Spun Rayon...
a superior sunfast
easy-to-wash fabric in
smart new fashions
designed and
proportioned to make you
look taller and slimmer.
Sizes 14½ to 26½

\$8.98 Each

A PRETTY PRINT with beautiful lattice-work shoulders, graceful eight-gore skirt and fine tailoring. It's a dress that's bound to become a favorite because it's so well designed, so young looking, so easy to keep sparkling clean. It has a TALON zipper. Hand wash. Sizes 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale on green pages in back of catalog. State size. Shipping weight 1 pound 8 ounces.

♦31H9463—Black on pink ground... \$8.98

♦31H9465—Black on aqua blue ground 8.98

♦31H9464—White on navy blue ground 8.98

LACY CARTWHEEL, straw-like braid. Colors Black, navy. Fits headsizes 21¾-22¾ in. Measure; state color. Shipped from Chicago or Philadelphia.

78H2270—Shipping wt. 1 lb. 10 oz. \$4.98

B SLENDERIZING STRIPES make this dress as flattering as it is cool and comfortable. You'll love its convenient button-front style, its fine details, its precise tailoring. And you'll be amazed at the way it washes and wears and keeps its new, fresh look. Hand wash. Sizes 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale on green pages in back of catalog. State size. Shipping weight 1 lb. 8 oz.

♦31H9460—Aqua blue and white. \$8.98

♦31H9461—Light gray and white. 8.98

♦31H9462—Coral rose and white. 8.98

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Kerrybrooke
FASHIONS

28 . SEARS, ROEBUCK AND CO. 2100K



It's been
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VAT DYED
for color fastness

COMBED YARN
The long choice y
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Women's sizes 36, 3
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♦31H9460—Coral
♦31H9461—Green
♦31H9462—Blue w
Shorter women's size
size scale, page 33.
♦31H9466—Coral
♦31H9467—Green
♦31H9468—Blue w

BUTTON-FRONT
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Women's sizes 36,
page 33. Please state
♦31H9464—Rose p
♦31H9465—Gray
♦31H9466—Aqua
Shorter women's size
size scale, page 33.
♦31H9470—Rose p
♦31H9471—Gray
♦31H9472—Aqua
Catalog numbers ma
delphia or K

It's been a long, long time

since you've seen
Cottons like these!

VAT DYED

for color fastness from sun, from soap and water

COMBED YARNS

The long choice yarns that look so smooth and lustrous, feel so petal-soft, wear so beautifully

96 x 104 COUNT

per square inch assures an exquisitely fine, supple fabric that hangs and tailors magnificently

SANFORIZED

max. fabric shrinkage not more than 1%

Here are good old-time quality cottons made up in smart new fashions, generously cut to give you plenty of room, expertly designed to give you the smooth, slenderizing lines that flatter your figure. Every seam and detail measure up to our rigid Kerrybrooke standards with some important extras . . . self-fabric belt loops, 7-gore skirts, pinked or taped seams throughout. You'll have to see these dresses to appreciate their quality, wear them to realize how comfortable they are, shop to know how unusual they are at Sears price.

\$7.98 Each

Women's and Shorter Women's Sizes

A FLY-FRONT with a pretty collar and a big soft bow . . . a casual that does nice things for your figure, makes you feel well dressed. Hand wash. Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size. Shpg. wt. 1 lb. 8 oz.

‡31 H 9610—Coral rose with white stripes. \$7.98

‡31 H 9611—Green with white stripes. 7.98

‡31 H 9612—Blue with white stripes. 7.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; size scale, page 33. State size. Shpg. wt. 1 lb. 8 oz.

‡31 H 9466—Coral rose with white stripes. \$7.98

‡31 H 9467—Green with white stripes. 7.98

‡31 H 9468—Blue with white stripes. 7.98

B BUTTON-FRONT casual . . . the kind you see at resorts and country clubs. Slim, trim lines . . . simulated monogram on the pocket. Hand wash. Women's sizes 36, 38, 40, 42, 44; see size scale, page 33. Please state size. Shpg. wt. 1 lb. 8 oz.

‡31 H 9614—Rose pink with white stripes. \$7.98

‡31 H 9615—Gray with white stripes. 7.98

‡31 H 9616—Aqua blue with white stripes. 7.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; size scale, page 33. State size. Shpg. wt. 1 lb. 8 oz.

‡31 H 9470—Rose pink with white stripes. \$7.98

‡31 H 9471—Gray with white stripes. 7.98

‡31 H 9472—Aqua blue with white stripes. 7.98

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Kerrybrooke
FASHIONS

You can look younger, prettier, more slender



A \$7.98



B \$7.98



C \$8.98

Kerrybrooke
FASHIONS

BEMBERG rayon sheer . .

famous for its coolness and flattery . . its beautiful draping qualities . .
the way it wears and keeps its lovely soft colors. Hand wash separately.

in the new 1947 fashions . . especially **KERRYBROOKES**

Smart new fashions . . cleverly designed . . expertly tailored . . perfect
for Spring and Summer . . women's and shorter women's sizes

Please do not order garments on these
two pages before February 1, 1947

A BEMBERG rayon sheer . . . colorful daisy print, pretty draped collar, graceful lines. TALON zipper. Hand wash separately. Shpg. wt. ea. 1 lb. 8 oz.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size.

‡31 H 9629—Med. blue ‡31 H 9631—Navy blue
‡31 H 9630—Gray Each \$7.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; size scale, page 33. Please state size.

‡31 H 9483—Med. blue ‡31 H 9485—Navy blue
‡31 H 9484—Gray Each \$7.98

B BEMBERG rayon sheer with slenderizing stripes, smart long sleeves. Fly-front effect. TALON zipper. Hand wash separately. Shpg. wt. ea. 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size.

‡31 H 9633—Navy blue with white stripes . . \$7.98
‡31 H 9634—Dark green with white stripes . . 7.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale, page 33. Please state size.

‡31 H 9487—Navy blue with white stripes . . \$7.98
‡31 H 9488—Dark green with white stripes . . 7.98

C DALETTE BEMBERG rayon sheer . . . a superior quality in a dainty white floral print. TALON zipper. Hand wash separately. Shpg. wt. ea. 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size.

‡31 H 9635—Med. blue ‡31 H 9637—Navy blue
‡31 H 9636—Gray Each \$8.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale, page 33. Please state size.

‡31 H 9489—Med. blue ‡31 H 9491—Navy blue
‡31 H 9490—Gray Each \$8.98

D RAYON MESH . . . a cool, handsome casual with shoulder tucks and self-fabric medallions. TALON zipper. Dry clean. Shpg. wt. ea. 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44; scale, page 33. State size.

‡31 H 9620—Rose pink ‡31 H 9622—Navy blue
‡31 H 9621—Aqua blue; Each \$9.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale, page 33. State size.

‡31 H 9473—Rose pink ‡31 H 9475—Navy blue
‡31 H 9474—Aqua blue Each \$9.98

E RAYON JERSEY . . . smart modern print by Charmette . . . surplice style . . . pocket-like bands of self-fabric. TALON zipper. Dry clean. Shpg. wt. each 1 lb. 8 oz.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size.

‡31 H 9623—Multi-color print on pink \$9.98
‡31 H 9624—Multi-color print on white 9.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; scale, page 33. Please state size.

‡31 H 9477—Multi-color print on pink \$9.98
‡31 H 9478—Multi-color print on white 9.98

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D Rayon Mesh **\$9.98**

E Rayon Jersey **\$9.98**

Crown Tested French-type rayon crepe ..



\$6.98



\$6.29



\$6.49

Kerrybrooke
FASHIONS

pretty and practical... especially in KERRYBROOKES

Soft gathers, dressmaker touches and pretty new necklines make these dresses wonderfully youthful and flattering. And you know how this famous fabric washes and wears... keeps its smooth, soft finish



Women's and Shorter Women's Sizes

Please do not order garments on these two pages before February 1, 1947

A DOUBLE-BREADED button-front... a most becoming style, cleverly designed to make you look slim and trim. The smart new print is a chain-link pattern with alternating lines of bright green and black on a pure white ground. Hand wash separately. Shpg. wt. each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44. Shorter women's sizes 16½, 18½, 20½, 22½, 24½. State size. ♦ 31 H 9639—White ground \$6.98 ♦ 31 H 9493—White ground \$6.98

B RUFFLED REVERS make this button-front dress one of the prettiest we've seen this season. It's smart under a coat or without... perfect for Spring and Summer. Hand wash separately. Shpg. wt. each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44; Shorter women's sizes 16½, 18½, 20½, 22½, 24½; size below. Please state size. ♦ 31 H 9645—Navy and white \$6.29 ♦ 31 H 9499—Navy and white \$6.29 ♦ 31 H 9646—Green and white 6.29 ♦ 31 H 9500—Green and white 6.29

C PERSIAN-TYPE DESIGN... white pattern on a dark background... a pretty, practical dress... just right for now and all Summer. It has expensive self-loop trimming on the sleeves... tiny bows at the shoulders. TALON zipper. Hand wash separately. Shipping wt. each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44; Shorter women's sizes 16½, 18½, 20½, 22½, 24½. State size. ♦ 31 H 9641—Navy blue \$6.49 ♦ 31 H 9495—Navy blue \$6.49 ♦ 31 H 9643—Green 6.49 ♦ 31 H 9497—Green 6.49 ♦ 31 H 9642—Brown 6.49 ♦ 31 H 9496—Brown 6.49

D TWO-PIECE... a young-looking casual with the good lines and good tailoring you expect in a Kerrybrooke. It has breast pockets, soft fullness above the waistline, a set-in belt that ties, a slim skirt with a kick pleat. Hand wash separately. Shpg. wt. each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44; Shorter women's sizes 16½, 18½, 20½, 22½, 24½; size scale below. Please state size. ♦ 31 H 9649—Black and white \$7.98 ♦ 31 H 9503—Black and white \$7.98

Women's Size scale

Order size:	36	38	40	42	44
If hips are:	40½	42½	44½	46½	48½ in.
If waist is:	32	34	36	38	40 in.
If bust is:	38	40	42	44	46 in.
Dress lengths:	43½	44	44½	45	45½ in.

Shorter Women's Size Scale

Order size:	16½	18½	20½	22½	24½ in.
If hips are:	40	42	44	46	47½ in.
If waist is:	31	33	35	37	39 in.
If bust is:	37	39	41	43	45 in.
Dress lengths:	42	42½	42½	43	43½ in.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house... Use Sears Easy Terms to get a complete new outfit... see inside back cover for complete details.

D \$7.98



Lovely New Dresses with the good taste and tailoring

you expect in Kerrybrookes . . . women's and shorter women's sizes

\$6.49

Please do not order before Feb. 1, 1947

FINE SPUN RAYON . . . and very becoming. It has the smooth, graceful lines that do so much for a woman's figure, and a pretty V-neckline. Gathered shoulders and flaring skirt give you soft fullness. Hand wash separately. Shpg. wt. each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44. See size scale on page 33. Please state size.

‡31 H 9657—Med. blue ‡31 H 9659—Aqua blue
‡31 H 9658—Medium rose Each \$6.49

Shorter women's sizes 16½, 18½, 20½, 22½, 24½. See size scale on page 33. State size.

‡31 H 9511—Med. blue ‡31 H 9513—Aqua blue
‡31 H 9512—Medium rose Each \$6.49

Numbers marked ‡ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. For Easy Terms see inside back cover.

\$6.49

Please do not order before Feb. 1, 1947

RAYON SHARKSKIN . . . in neat little woven checks . . . button-front style with a slim-waisted look . . . just the right amount of fullness in the skirt . . . flattering scalloped neckline and sleeves. Hand wash separately. Shpg. wt. each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44. See size scale on page 33. Please state size.

‡31 H 9651—Green and white checks \$6.49
‡31 H 9652—Red and white checks 6.49

Shorter women's sizes 16½, 18½, 20½, 22½, 24½. See size scale on page 33. State size.

‡31 H 9505—Green and white checks \$6.49
‡31 H 9506—Red and white checks 6.49

Kerrybrooke
FASHIONS

\$6.98

Please do not order before Feb. 1, 1947

FINE QUALITY SPUN RAYON in a young looking fly-front effect casual that is beautifully cut and carefully tailored. Smart with Spring or Summer accessories or without. TALON zipper. Hand wash separately. Shipping weight each 1 lb. 8 oz. Women's sizes 36, 38, 40, 42, 44. See size scale on page 33. Please state size.

‡31 H 9654—Aqua blue ‡31 H 9656—Rose pink
‡31 H 9655—Gray Each \$6.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½. See size scale on page 33. State size.

‡31 H 9508—Aqua blue ‡31 H 9510—Rose pink
‡31 H 9509—Gray Each \$6.98



Spun Rayon Casuals to make you look slim and trim

and very much in style . . . women's and shorter women's sizes

\$6.98

Please do not order before Feb. 1, 1947

VELVERAY DOTS and frosty white soutache braid embroidery make this a smart dress-up casual. Hand wash separately. Shpg. wt. each 1 lb. 8 oz.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size.

♦ 31 H 9660—Rose red and white. \$6.98
♦ 31 H 9661—Violet and white. 6.98
♦ 31 H 9662—Medium blue and white. 6.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; see size scale on page 33. State size.

♦ 31 H 9514—Rose red and white. \$6.98
♦ 31 H 9515—Violet and white. 6.98
♦ 31 H 9516—Medium blue and white. 6.98

\$6.49

Please do not order before Feb. 1, 1947

BUTTON-FRONT and wonderfully flattering with its lattice work trimming, soft full bodice and big bow. Hand wash separately. Shpg. wt. 1 lb. 8 oz.

Women's sizes 36, 38, 40, 42, 44; see size scale on page 33. Please state size.

♦ 31 H 9664—Aqua blue. \$6.49
♦ 31 H 9665—Rose pink. 6.49
♦ 31 H 9666—Gray. 6.49

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; see size scale on page 33. Please state size.

♦ 31 H 9518—Aqua blue. \$6.49
♦ 31 H 9519—Rose pink. 6.49
♦ 31 H 9520—Gray. 6.49

\$4.98

Please do not order before Feb. 1, 1947

VELVERAY BOW-KNOTS and tiny wreaths make a very pretty pattern for this button-front dress. It's generously cut, well tailored. It has big revers, a set-in belt that ties in front. Hand wash separately. Shipping weight each 1 lb. 8 oz.

Women's sizes 36, 38, 40, 42, 44. See size scale on page 33. Please state size.

♦ 31 H 9667—Black print on medium blue. . . \$4.98
♦ 31 H 9668—Black print on pink ground. . . 4.98

Shorter women's sizes 16½, 18½, 20½, 22½, 24½; see size scale on page 33. State size.

♦ 31 H 9521—Black print on medium blue. . . \$4.98
♦ 31 H 9522—Black print on pink ground. . . 4.98

Numbers marked ♦ are shipped from Philadelphia or Kansas City, Order and pay postage from Sears nearest mail order house. For Easy Terms see inside back cover.

Junior Cottons . . they're fresh . . fun . .



Kerrybrooke
FASHIONS

Here's a lot of young smartness for **\$4.98** each

RIC-RAC TRACKS across the yoke and a bodice fitted to a point—well, you know what nice things that does to your figure! The stripes go crossways on the yoke and big pockets. The ruffles use the stripes diagonally. Back-buttoned. The skirt is full all around and ties at back with a sash. Washable cotton. *Sizes 9, 11, 13, 15; see size scale on page 36. Please state size.* Shipping weight 1 lb.

♦27 H 6213—Medium blue and white 4.98
♦27 H 6214—Brown and white 4.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City.

FROSTY-WHITE TOP, checked gingham for the all-around-full skirt, white allover embroidered cotton for the front of the bodice and big square pockets. It's a cotton to choose with dates on your mind and all summer fun ahead. Buttons down back, side placket. Has a no-fuss set-in waistband. Washable. *Sizes 9, 11, 13, 15; see size scale on page 36. Please state size.* Shpg. wt. 1 lb.

♦27 H 6216—Red and white 4.98
♦27 H 6217—Medium blue and white 4.98

THANK THE CHINESE for the style of the little up-standing collar, the cap sleeves and big scrolly monogram effect. It's your pet button-front fashion with new Chinese influence. 3 unpressed pleats at each side of the skirt. Hand washable printed cotton. Opens out flat to iron in a hurry—you can do it yourself easily. *Sizes 9, 11, 13, 15; see scale on page 36. State size.* Shipping wt. 1 lb.

♦27 H 6220—Aqua and black 4.98
♦27 H 6221—Dusty rose and black 4.98

38 . . SEARS, ROEBUCK AND CO. 3PKAD

Two FRONT SUIT. W
er two-piece with a
lib effect, its shou
has fitted back. S
front with inverted
you like, needs no
size scale on page 36
♦27 H 6223—Tan a
♦27 H 6224—Red a
♦27 H 6225—Blue
Numbers marked ♦

Slim tops rate with them... especially **KERRYBROOKES**



C Checked gingham \$4.98



D Printed seersucker \$4.98



E Plaid gingham \$4.98

Kerrybrooke
FASHIONS

How to win compliments . .



Kerrybrooke
FASHIONS

Printed Cotton Seersucker Button-front Classics by Colette **\$4.98** Each

BALLERINA PRINT with big, bright all-over pattern of dancing girls. Casual shirt style collar, two big patch pockets. Wonderfully washable, needs no ironing. Misses' sizes 14, 16, 18, 20; see size scale on page 51. Please state size. Shpg. wt. 1 lb.

- ♦ 27 H 6300—Red, black and white.....\$4.98
- ♦ 27 H 6301—Brown, black and white.....4.98
- ♦ 27 H 6302—Blue, black and white.....4.98
- ♦ 27 H 6303—Lime green, black and white...4.98

PEN-AND-INK PRINT, fans and flowers silhouetted on gay background. Curved patch pockets, curved sweetheart neck. Washable, and skip the ironing. Misses' sizes 14, 16, 18, 20; see size scale on page 51. State size. Shipping weight 1 pound.

- ♦ 27 H 6305—Yellow and brown.....\$4.98
- ♦ 27 H 6306—Pink and black.....4.98
- ♦ 27 H 6307—Aqua blue and black.....4.98
- ♦ 27 H 6308—White and black.....4.98

GLAMOUR PRINT, bright multi-color flowers and ribbon scrolls. Fly front conceals its buttons. Very short set-in sleeves, 2 novel pockets. Easily washable, no ironing. Misses' sizes 14, 16, 18, 20; size scale on page 51. State size. Shpg. wt. 1 lb.

- ♦ 27 H 6310—Aqua blue background print..\$4.98
- ♦ 27 H 6311—Yellow background print.....4.98
- ♦ 27 H 6312—Gray background print.....4.98
- ♦ 27 H 6313—Pink background print.....4.98

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they stand out . . especially our **KERRYBROOKES** at **\$4.98** Each



BIB FRONT SUIT. Woven-stripe washable seersucker two-piece with a new angle in its cross-striped bib effect, its shoulder-high pocket tabs. Jacket has fitted back. Skirt has 3-piece back, 3-gore front with inverted pleat at center. Wash it all you like, needs no ironing. *Sizes 9, 11, 13, 15; see size scale on page 36. State size. Shipping wt. 1 lb.*
 ♦ 27 H 6223—Tan and white stripes. \$4.98
 ♦ 27 H 6224—Red and white stripes. 4.98
 ♦ 27 H 6225—Blue and white stripes. 4.98

BOW-CATCHER. Gingham and eyelet 2-piecer, a love of a dress-up cotton if there ever was one. The checked gingham skirt has fullness at the waist. The fresh white cotton eyelet jacket has a peplum ripple, flirty gingham bow-ties, and bias-checked banding all around. Short cap sleeves. Washable. *Sizes 9, 11, 13, 15; see size scale on page 36. Please state size. Shipping weight 1 pound.*
 ♦ 27 H 6227—Bright green and white. \$4.98
 ♦ 27 H 6228—Brown and white. 4.98

TWO-PIECE CHARMER. Smart cotton suit. Jacket has vertical striped panel front, horizontal stripes at sides and back. Ruffles down the side meet the ruffles on the pockets. Bold embroidery at shoulders, plastic buttons. Gored back. Washable. *Sizes 9, 11, 13, 15; see size scale on page 36. Please state size. Shipping weight 1 pound.*
 ♦ 27 H 6230—Medium blue and white stripes \$4.98
 ♦ 27 H 6231—Medium brown and white stripes 4.98
 ♦ 27 H 6232—Red and white stripes. 4.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. For Easy Terms, see inside back cover.



Kerrybrooke
FASHIONS

\$4.98 each Quality Cottons show off a young figure

PRE-SHRUNK LONSDALE CHAMBRAY, our famous Kerrybrooke classic, so well made, so smart, it's a national favorite. Woven stripes on white, five colors to choose from, will not shrink more than 3%. Non-gap button front with action fullness at front and back yoke. Skirt has gored back, pleats in front, roomy pockets, a generous hem. Washable. Sizes 12, 14, 16, 18, 20; size scale, page 51. State size. Shipping weight 1 lb.

#27 H 6325—Red stripes
 #27 H 6327—Brown stripes
 #27 H 6329—Lavender stripes
 #27 H 6328—Med. green stripes
 #27 H 6326—Med. blue stripes
 each \$4.98

WOVEN BLOCK PLAID GINGHAM—and you know how satisfactory fine gingham is. Young and sleeveless with pointed lay-back collar the only trimming on the diagonal plaid top. The skirt has unpressed pleats, diagonal yoke, gored back, side placket. The belt ties in front. Washable. Sizes 12, 14, 16, 18, 20; size scale, page 51. State size. Shpg. wt. 1 lb.

#27 H 6330—Pink ground plaid... \$4.98
 #27 H 6331—Light blue ground plaid... 4.98

SEERSUCKER STRIPES printed on white ground. The round collarless neckline is slashed to the top of the two bows. Bias stripes make a fold down the front. Patch pockets, side placket. Washable. Sizes 12, 14, 16, 18, 20; scale, page 51. State size. Shpg. wt. 1 lb. 1 oz.

#27 H 6333—Red and gray... \$4.98
 #27 H 6334—Red and navy blue... 4.98
 #27 H 6335—Med. blue and navy blue... 4.98
 #27 H 6336—Brown and green... 4.98

Catalog numbers marked † shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ts... wear cotton... especially our misses' **KERRYBROOKES** at **\$4.98**



SHOULDER STRIPES accent the smart rounded look of the drop-shoulder yoke, in a decidedly new chambray fashion. Stripes go across at the full hipline. That's a lot of fashion at a modest price. Skirt has gored back. Zip placket. Washable. Misses' sizes 12, 14, 16, 18, 20; see size scale on page 51. Please state size. Shipping weight 1 lb.
 #27 H 6315—Copen (med. blue), white stripes. \$4.98
 #27 H 6316—Cocoa brown and white stripes. 4.98

CHECKS WITH POPCORN WHITE, a very neat, very smart combination. Checked cotton with a buttoned-on look at the wide shoulder bands. Practically sleeveless, easily washable, and headed for lots of compliments. Skirt has 3-piece back box pleats at front, side placket. Sizes 12, 14, 16, 18, 20; scale on page 51. State size. Shpg. wt. 1 lb.
 #27 H 6318—Red and white checks. \$4.98
 #27 H 6319—Green and white checks. 4.98

STRIPED COTTON SUIT PET, such fine quality it's smart anywhere. Washable and easy to iron. Note those new deep armholes. Glass buttoned jacket has pocket tabs. Sleeves on the bias. Gore-front skirt with side placket. Misses' sizes 12, 14, 16, 18; see size scale, page 51. State size. Shpg. wt. 1 lb.
 #27 H 6322—Copen (med. blue), white stripes \$4.98
 #27 H 6323—Brown and white stripes. 4.98
 #27 H 6324—Red and white stripes. 4.98

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

For Sunday best or daily dress up . .



Kerrybrooke
FASHIONS

\$4.98

2-COLOR STRIPED COTTON SEERSUCKER, a button-front with a difference in its color combination. Slimming, well tailored, washable, needs no ironing. White leather-like belt. *Sizes* 38, 40, 42, 44; size scale, page 46. *State size*. Shpg. wt. 1 lb. 3 oz.
 ♦ 27 H 6400-Red and gray stripes.....\$4.98
 ♦ 27 H 6401-Red and navy blue stripes.....4.98
 ♦ 27 H 6402-Medium blue and navy stripes...4.98
 ♦ 27 H 6403-Brown and green stripes.....4.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Add a dressy cotton dress to your order. On all orders of \$10 or over Sears Easy Terms are available, see inside back cover for details.



\$4.98

EMBROIDERED SANFORIZED COTTON, (max. shrinkage 1%). A fashion you can wear for dressy occasions. It looks far more expensive with its decorative stitched scroll embroidery in frosty white on bodice and big pockets. Slashed neckline, self belt, gored skirt. Washable. *Sizes* 34, 36, 38, 40, 42, 44; size scale, page 46. *State size*. Shpg. wt. 1 lb.
 ♦ 27 H 6405-Medium green.....\$4.98
 ♦ 27 H 6406-Medium blue.....4.98



\$4.98

ONE-PIECE LOOKS LIKE TWO-PIECE because of the becoming jacket front effect on this attractive print. The fabric is spun rayon. Popcorn shirring on the pockets and slim 7-gore skirt add to the good looks of this fine Sears value. Hand washable. *Sizes* 34, 36, 38, 40, 42, 44; see size scale on page 46. *State size*. Shipping weight 1 lb. 2 oz.
 ♦ 27 H 6408-Medium blue background print.\$4.98
 ♦ 27 H 6409-Rose background print.....4.98

Fresh young all-day dresses, trim, pretty and practical

in percale or cotton and rayon . . easy to wash . . sizes 12 to 20



\$2.49

TRIPLE ROWS OF WHITE RIC-RAC angled to look like a collar, show up again on the two patch pockets. It's a gay flowered cotton percale, tub-fast, youthful. Buttons to the waist, has side placket. Self belt with slide. *Sizes 12, 14, 16, 18, 20; see size scale on page 51. Please state size.* Shipping weight 9 ounces.
72 H 1450—Assorted prints . . . \$2.49

\$2.98

RUFFLED BUTTONFRONT dress of washable striped percale, opens flat for easy ironing. Its U-shaped neckline and patch pockets are frilly with cotton lace-edged ruffles. The belt ties in front with a bow. *Sizes 12, 14, 16, 18, 20; size scale, page 51. State size.* Shpg. wt. 9 oz.
72 H 1451—Red and white . . . \$2.98
72 H 1452—Brown and white . . . 2.98

\$3.19

FLOCK DOT BUTTON-FRONT in a cotton-and-rayon hand washable fabric. Its novel yoke effect is edged with white. Skirt gored for slim swingy line. *Sizes 12, 14, 16, 18, 20; see size scale on page 51. Please state size.* Shipping weight 1 lb.
♦ 27 H 6337—Med. blue, white \$3.19
♦ 27 H 6338—Med. green, white 3.19
♦ 27 H 6339—Melon rose, white 3.19

\$2.59

ZIPPER FRONT COTTON, very youthful, very comfortable. Sleeveless with a pinafore ruffle at the shoulders and on the two pockets. Sweetheart neckline. 18-inch zipper down the front. Half belt ties in back. Washable flowered percale of excellent quality. *Sizes 12, 14, 16, 18, 20; size scale, page 51. State size.* Shpg. wt. 1 lb.
72 H 1453—Assorted prints . . . \$2.59

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Other garments shipped from our Mail Order House. If your order adds up to \$10 or more, use Sears Easy Terms. Details on inside back cover.

Women's Youthful Dresses . . just as



Order size: . . . 34 36 38 40 42 44
 If hips are: . . . 38 1/2 40 1/2 42 1/2 44 1/2 46 1/2 48 1/2 in.
 If waist is: . . . 30 32 34 36 38 40 in.
 If bust is: . . . 36 38 40 42 44 46 in.
 Dress lengths: . . 43 43 1/2 44 44 1/2 45 45 1/2 in.

Use Sears Easy Terms. See inside back cover for details.

\$3.19

APPLE BLOSSOM PRINT in cotton and rayon, a style, pretty enough for Sunday best. But you don't have to save it for best because it's hand washable. Notice the soft, becoming shirring at the shoulders, those nipped darts at the waist. 7-gore skirt with side placket. Self belt ties at front. It's a grand year-round value with a real Springtime look. *Sizes 34, 36, 38, 40, 42, 44; see size scale above. State size.* Shipping weight 1 lb. 2 oz.
 ♦ 27 H 6420—Aqua blue background print. \$3.19
 ♦ 27 H 6421—Rose background print. 3.19

\$3.19

SHIRRED POCKETS. This cotton and rayon dress is so popular with women that we repeat it. No wonder they all like it . . it's inexpensive, well made, becoming to everybody. Button front style, easy to get into, easy to iron. Square pockets shirred in bubble design. Skirt has pleats in front, gored back. Self belt, plastic slide and buttons. Hand washable. *Sizes 34, 36, 38, 40, 42, 44; see size scale above. State size.* Shpg. wt. 1 lb. 2 oz.
 ♦ 27 H 6423—Medium blue background print \$3.19
 ♦ 27 H 6424—Rose background print 3.19

\$3.19

CHECKED PERCALE, such a reliable kind of cotton dress, made attractive with deep folds down each side of waist . . that's always a slenderizing line. The points of the collar are repeated in the peaked flaps of the patch pockets. Skirt has 2 pleats on each side of front and a 3-gore back. Values like this make Sears famous for cottons. Washable. *Sizes 34, 36, 38, 40, 42, 44; see size scale above. Please state size.* Shpg. wt. 1 lb. 2 oz.
 ♦ 27 H 6425—Medium blue and white checks \$3.19
 ♦ 27 H 6426—Medium green and white checks 3.19

becoming for street wear as they are around the house



\$3.29

LONG SLEEVED PRINT in fine 80-square floral percale made especially for the woman who likes to wear her skirts an inch or two longer. Conservative women will be glad to find such an attractive cotton dress at this low Sears price. Convertible neckline . . . button it up at the neck if you like. Soft pleats at the front of the skirt. Washable. Sizes 34, 36, 38, 40, 42, 44; see size scale on page 46. Please state size. Shpg. wt. 1 lb.
72 H 1430—Navy blue background print. . . . \$3.29
72 H 1431—Rose background print. 3.29



\$2.69 Women's sizes **\$2.98** larger women

CHECKED PERCALE button-front dress with such good lines that we bring it to you in larger as well as regular sizes. Set-in waistband, ric-rac trimming. Washable. Sizes 34, 36, 38, 40, 42, 44; size scale on page 46. State size. Shpg. wt. 1 lb.
72 H 1436—Red and white checks. \$2.69
72 H 1437—Medium blue and white checks. 2.69
Larger women's sizes 46, 48, 50, 52; size scale on page 48. State size. Shipping weight 1 lb.
72 H 1438—Red and white checks. \$2.98
72 H 1439—Medium blue and white checks. 2.98



\$2.98

ZIPPER FRONT percale, as handy a housedress as you ever wore, so easy to get into. Washable printed cotton with 16-inch zipper down the front. Belt ties in back to give smooth, slender fit. Neat embroidery edges the neckline. Two patch pockets trimmed with binding. Soft gathers at the shoulders just below the curving yoke.
Misses' sizes 16 and 18; size scale, page 51.
Women's sizes 38, 40, 42, 44; size scale, page 46.
Please state size. Shipping weight 1 pound.
72 H 1435—Assorted floral prints. \$2.98



Designed for Women and Larger Women . . in sizes 34 to 52
slenderizing day-long dresses in cotton or cotton-and-rayon

\$4.29 Women's Sizes **\$4.49** Larger Women's
RAYON-AND-COTTON floral print, embroidery edged.
Hand washable. *State size.* Shipping weight 1 lb. 2 oz.
Women's sizes 34, 36, 38, 40, 42, 44, size scale page 46.
#27 H 6430—Med. blue #27 H 6431—Med. green
#27 H 6432—Luggage brown Each \$4.29
Larger women's sizes 46, 48, 50, 52 size scale below.
#27 H 6433—Med. blue #27 H 6434—Med. green
#27 H 6435—Luggage brown Each \$4.49

\$3.19 Women's sizes **\$3.49** Larger women's
CHECKED BUTTON-FRONT, excellent cotton with rows of
white novelty braid to waist. 2 pleats, either side of front.
2 pockets, diagonal flaps. Washable, *Please state size.*
Shipping weight 1 pound 2 ounces.
Women's sizes 34, 36, 38, 40, 42, 44, size scale, page 46.
#27 H 6436—Red . . . \$3.19 #27 H 6437—Blue . . . \$3.19
Larger women's sizes 46, 48, 50, 52 size scale below
#27 H 6438—Red . . . \$3.49 #27 H 6439—Blue . . . \$3.49

\$3.19 Women's sizes **\$3.49** Larger Women's
SURPLICE FRONT floral cotton-and-rayon,
stitched down pleats, 3-gore back. Curved
yoke with gathers. Hand washable.
Women's sizes 34, 36, 38, 40, 42, 44; see
size scale on page 46. *Please state size.*
Shpg. wt. 1 lb.
#27 H 6442—Med. blue background \$3.19
#27 H 6443—Rose background \$3.19
Larger women's sizes 46, 48, 50, 52; size
scale left. *State size.* Shpg. wt. 1 lb. 2 oz.
#27 H 6444—Med. blue background. \$3.49
#27 H 6445—Rose background \$3.49

See inside back cover for details of Sears Easy Terms. Num-
bers marked # shipped from Philadelphia or Kansas City.
Order, pay postage from Sears nearest mail order house.

48 . . SEARS, ROEBUCK AND CO. :PCBMNBLA

Order size:	46	48	50	52
If hips are:	49½	51½	53½	55 in.
If waist is:	42	44	46	48 in.
If bust is:	47	49	51	53 in.
Dress length:	45½	46	46½	47 in.



A \$3.39

B \$3.39



C \$2.59

D \$2.59



E 59c

F 89c

G Women's \$1.39 Larger Women's \$1.69

Even the teakettle will whistle when you wear these around home

A RUFFLED SLEEVELESS dress in striped cotton with glamour in the fitted top and flyaway ruffles. Colorful peasant-style braid trim. Buttons down the back. Patch pockets. Washable. Misses' sizes 12, 14, 16, 18, 20; see size scale, page 51. *State size.* Shipping wt. 1 lb.
 ♣27 H 6350—Copen blue, white. \$3.39
 ♣27 H 6351—Aqua green, white. 3.39

B SUNBACK DRESS of fine Sanforized chambray (max. shrink., 1%). Band around top is edged with white braid. Full skirt. Back buttons to below waist. 2 pockets. Washable. *Sizes* 12, 14, 16, 18, 20; see size scale, page 51. *State size.* Shpg. wt. 1 lb.
 ♣27 H 6353—Pink. \$3.39
 ♣27 H 6354—Beige (lt. tan) . . . 3.39
 ♣27 H 6355—Medium blue. . . . 3.39

E HALTER NECK BIB APRON in flowered cotton, neatly bound. One pocket. Ties in back. Washable. One size fits up to size 22.
 72 H 1780—Assorted prints. Shpg. wt. 5 oz. . . 59c

F WIDE-SKIRT APRON with binding at gores to set off the tidy printed percale. Curving bib top, scalloped bottom. Washable. One size fits to size 22.
 72 H 1781—Assorted prints. Shpg. wt. 6 oz. . . 89c

C FITTED SMOCK gored front and back in princess style, yet it fits easily over your dress. Novelty print cotton in assorted neat patterns, with notched collar. Long sleeves with slashed buttoned cuffs. 2 handy pockets, bright buttons. Washable. *Sizes* 12, 14, 16, 18, 20; see size scale, page 51. *State size.* Shpg. wt. 1 lb.
 72 H 1751—Assorted prints. . . \$2.59

D BOXY PRINT SMOCK, so useful to slip on over your dress in the kitchen, comfortable for office or school work. Neat print with long sleeves, pointed collar, shoulder yoke with fullness front and back. Washable cotton. *Sizes* 12, 14, 16, 18, 20; see size scale, page 51. *State size.* Shipping weight 1 lb.
 72 H 1750—Assorted prints. . . \$2.59

G COVERALL APRON, flower printed percale, frill at bottom, pocket. Washable. Shpg. wt. 7 oz.
 72 H 1782—Asstd. prints, fits up to size 40. . . \$1.39
 72 H 1783—Asstd. prints, fits sizes 42 to 50. . . 1.69

Numbers marked ♣ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Other garments shipped from your mail order house



Kerrybrooke
FASHIONS

Right for your job . . . fresh, smartly tailored

cottons and rayons for lab, beauty parlor or doctor's office

\$5.49

WHITE SANFORIZED combed cotton 2 ply poplin uniform with Peter Pan collar and cluster tucking from shoulder to waist. Removable buttons, surgical cuffs on the long sleeves. Back yoke with gathers to give easy action. Notched breast pocket and a larger skirt pocket. Gored skirt. All major seams are double-stitched for long wear. Set-in waistband is double thick. Washable (max. fabric shrinkage, 1%). *Misses' sizes 12, 14, 16, 18, 20; see size scale, page 51. Women's sizes 38, 40, 42, 44; size scale, page 51. State size.*
♦ 27 H 6900—White. Shpg. wt. 1 lb. 6 oz. . . \$5.49

\$3.98

Cotton Poplin

POPULAR BUTTONFRONT, in two fabrics, fine washable preshrunk cotton poplin (max. shrinkage 3%), or hand washable rayon sharkskin. Action pleats at back, gathers in front. Pointed set-in belt is double fabric. Surgical cuffs on long sleeves, breast pocket, skirt pocket. Main seams double stitched. *Misses' sizes 12, 14, 16, 18, 20; size scale, page 51. Women's sizes 38, 40, 42, 44; size scale, page 51. State size. Shpg. wt. 1 lb. 6 oz.*

♦ 27 H 6902—Long sleeve, white poplin . . . \$3.98
♦ 27 H 6903—Short sleeve, white poplin . . . 3.98
♦ 27 H 6904—Long sleeve, white sharkskin. 4.84

\$4.84

Rayon Sharkskin

\$3.29

DOUBLE BREASTED Coat Style in fine quality cotton with wide wrap-over, so easy to get into. Opens out flat for ironing. Washable. Fitted at waist. Gored skirt has roomy, patch pockets. Crisp pointed cuffs on well shaped short sleeve. Popular for many kinds of laboratory or beauty work because it comes in blue as well as white. *Misses' sizes 12, 14, 16, 18, 20; see size scale on page 51. Please state size when ordering. Shipping weight 1 pound 6 ounces.*

♦ 27 H 6906—White . . . \$3.29
♦ 27 H 6907—Medium blue . . . 3.29

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50 . . SEARS, ROEBUCK AND CO. PCBMNLA



Washable

Cotton House Dresses . . keep you looking trim and neat . .

don't show soil quickly . . women's and misses' sizes

\$2.69

REVERSIBLE FRONT apron dress. Wear either side out and wear it longer before washing it. Curved revers and big patch pocket edged with ric-rac. Made of floral percale. Misses' sizes 12, 14, 16, 18, 20; Women's sizes 38, 40, 42, 44. Please state size. Shipping wt. 10 oz. 72 H 1443—Assorted prints. 2.69

Women's Size Scale for Dresses

Order size: . . .	34	36	38	40	42	44	In.
If hips are: . . .	38½	40½	42½	44½	46½	48½	In.
If waist is: . . .	30	32	34	36	38	40	In.
If bust is: . . .	36	38	40	42	44	46	In.
Dress length: . .	43	43½	44	44½	45	45½	In.

\$2.69

STRIPED COTTON button-front, easy to work in. Can be worn with or without its belt. Good quality percale with white collar and cuffs, 2 patch pockets, gored skirt. Misses' sizes 12, 14, 16, 18, 20; Women's sizes 38, 40, 42, 44. Please state size. Shipping weight 9 oz. 72 H 1440—Blue and white stripes. 2.69

Misses' Size Scale for Dresses

Order size: . . .	12	14	16	18	20
If hips are: . . .	35	36½	38	39½	41
If waist is: . . .	25½	27	28½	30	32
If bust is: . . .	32½	34	35½	37	39
Length about: . .	41½	42	42½	43	43½



\$2.69

BLUE COTTON work dress, the neat and simple kind that doesn't show soil easily. Deep yoke with gathers. Cluster tucks, set-in waistband, button front. 2 patch pockets. Misses' sizes 12, 14, 16, 18, 20; Women's sizes 38, 40, 42, 44. Please state size. Shipping weight 9 oz. 72 H 1446—Medium blue. 2.69

Garments on this page are shipped from our Mail Order House. Add a work dress to your order. Easy terms are available for orders over \$10; see inside back cover.



Whisk into a Coat Dress and be pretty as you are comfortable
 striped or flowered cotton or dotted rayon . . . easy to wash, easy to iron

\$4.98

FRENCH TYPE RAYON CREPE dotted or floral, soft as a negligee. Lastex yarn waistband at back. Hand wash. *Sizes 12, 14, 16, 18, 20; size scale, page 51. State size. Shpg. wt. 13 oz.*
 #27 H 7220—Red, white dots
 #27 H 7221—Med. green, white dots
 #27 H 7222—Med. blue, white dots
 #27 H 7223—Colorful floral
 Each \$4.98

\$3.49

PRINTED SEERSUCKER with sweetheart neckline, set-in waistband, two button front closing. Rounded pocket. Washable cotton seersucker. *Misses' sizes 12, 14, 16, 18, 20; women's sizes 38, 40, 42, 44; size scales, page 51. State size. Shpg. wt. 1 lb.*
 #27 H 7224—Blue ground print. \$3.49
 #27 H 7225—Pink ground print. 3.49
 #27 H 7226—Yellow ground print. 3.49

\$2.98

STRIPED PERCALE with contrasting applique on right side. Surplice style with V neck, set-in belt. Gored front and back give unusually nice shape to button-front skirt. Washable. *Sizes 12, 14, 16, 18, 20; see size scale on page 51. Please state size. Shipping weight 1 lb. 1 oz.*
 #27 H 7227—Med. blue and white \$2.98
 #27 H 7228—Green and white . . . 2.98

\$2.98

FLORAL PERCALE easy to whisk on . . . just tie it and there you are. Deep revers. Sleeveless with turn-back cuffs caught with button front and back. One pocket. Allover flower print in bright becoming colors. Washable. *Sizes 12, 14, 16, 18, 20; see size scale on page 51. Please state size. Shipping weight 1 lb.*
 #27 H 7229—Floral prints . . . \$2.98

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